

ARCHIE
SERIES

AUG.

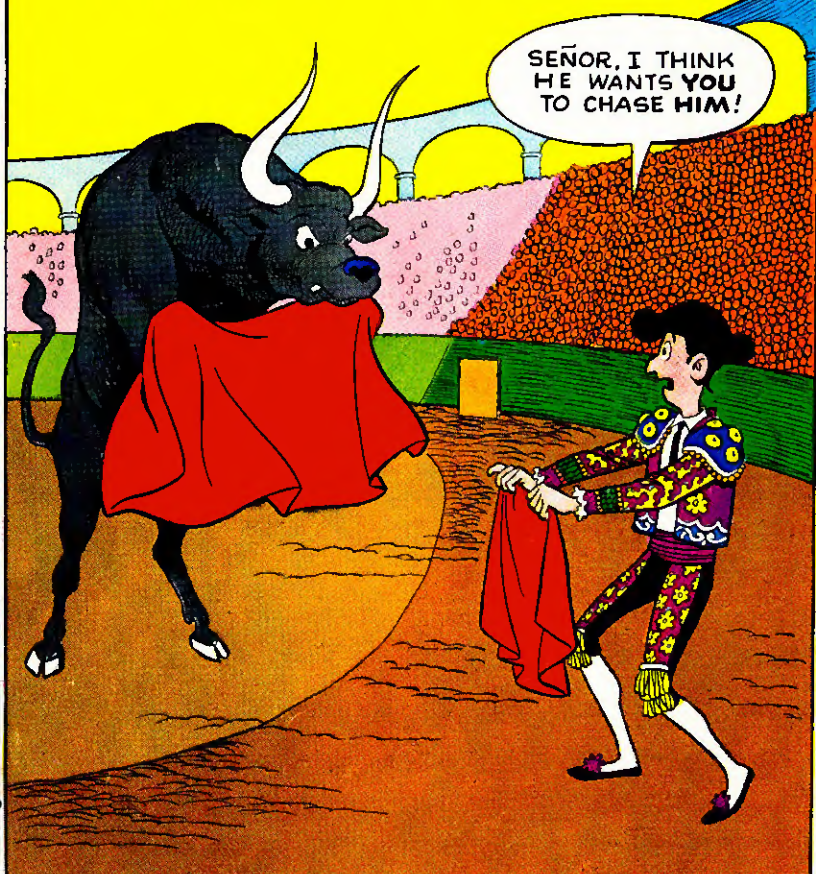
CLYDE

Archie's

12¢

APPROVED
BY THE
COMICS
CODE
AUTHORITY
PDC

MAD HOUSE



MAD HOUSE

IF THAT MAGAZINE
DOESN'T HAVE YOU
IN **STITCHES**,
I WILL!

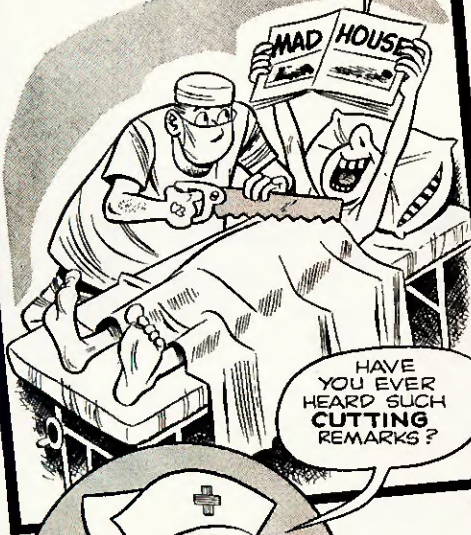
DOC, YOUR
JOKES ARE
SIDE-SPLITTING!

TABLE
OF
NONSENSE

TEEN
SECTION

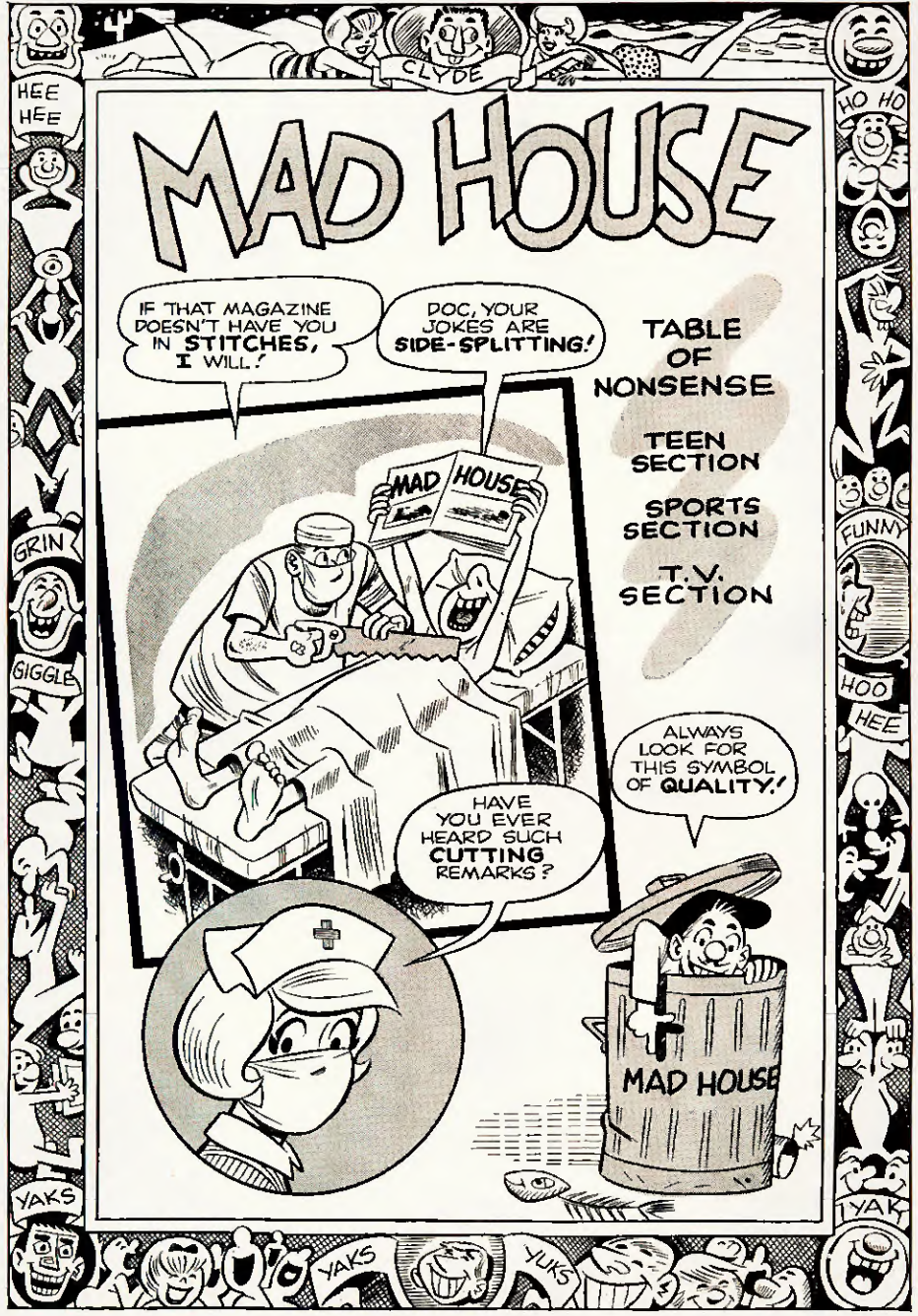
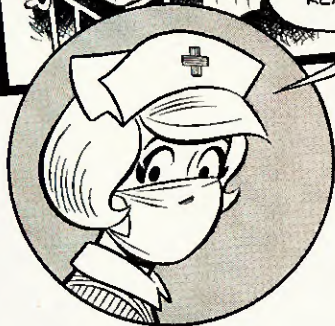
SPORTS
SECTION

T.V.
SECTION



HAVE
YOU EVER
HEARD SUCH
CUTTING
REMARKS?

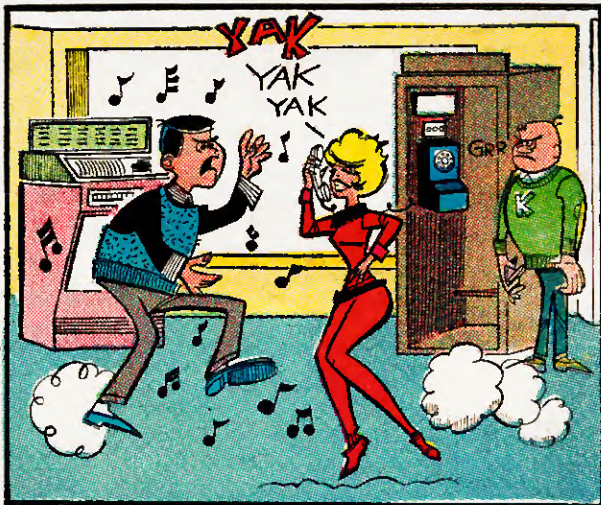
ALWAYS
LOOK FOR
THIS SYMBOL
OF **QUALITY!**



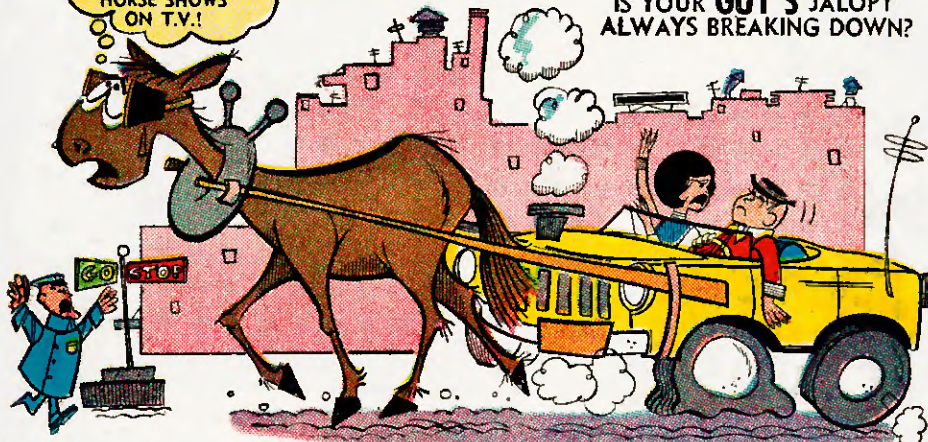
HAVE
YOU
GOT
TROUBLES?

IS YOUR GAL
ALWAYS YAKKING
ON THE PHONE?

THIS IS
RIDICULOUS!
I WONDER IF
THERE'S ROOM
FOR TWO TALKING
HORSE SHOWS
ON T.V.!



IS YOUR GUY'S JALOPY
ALWAYS BREAKING DOWN?



TROUBLE OF THE MONTH
AWARD NO. 1

THEN TAKE A GANDER AT OUR
TEEN
SECTION

YOU'LL SOON FORGET YOUR
TROUBLES WHEN YOU SEE
THE KIND OF MISERABLE
TROUBLES WE HAVE IN STORE FOR
OUR CHARACTERS!

TROUBLE OF THE MONTH
AWARD NO. 2

"BOOKWORMITIS"
(BOY, HAS HE GOT TROUBLES!)



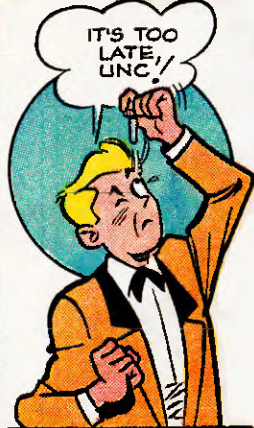
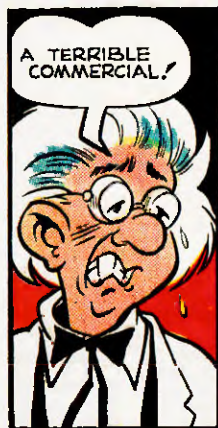
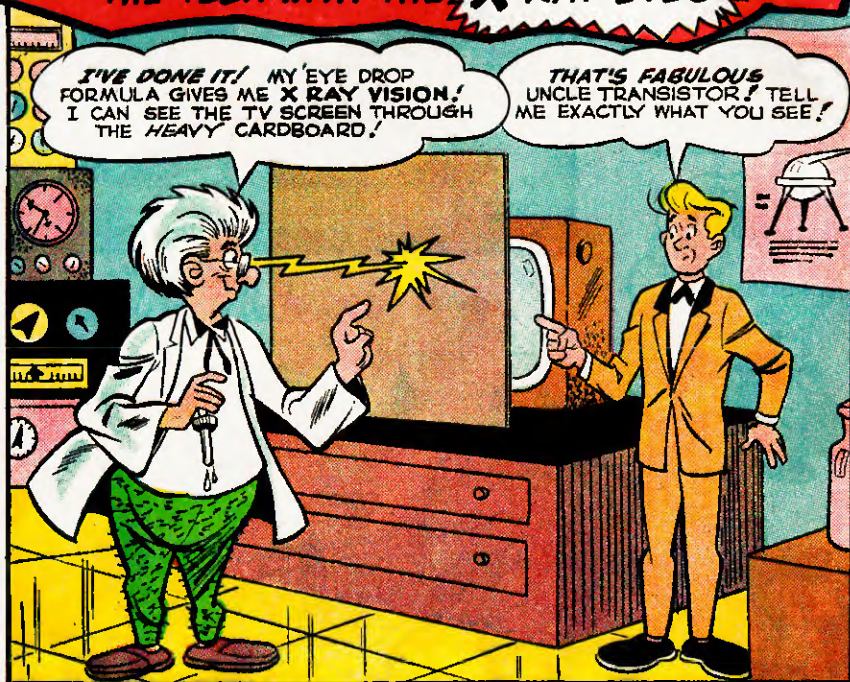
"BEATNIKITIS"
(THIS IS EASILY REMEDIED!)



INTRODUCING PROF. TRANSISTOR'S NEPHEW, *LENNIE* AS...

SUPER-EYE GUY

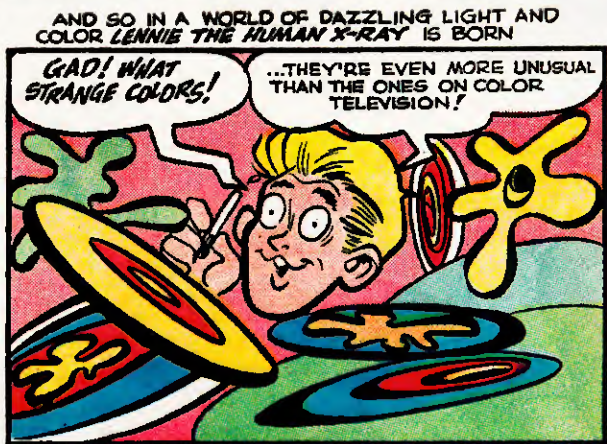
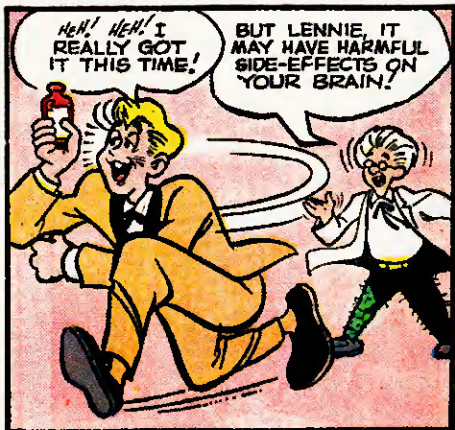
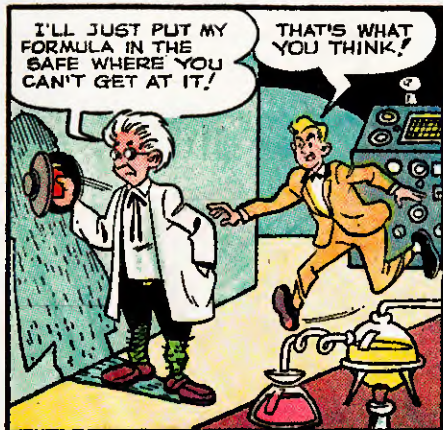
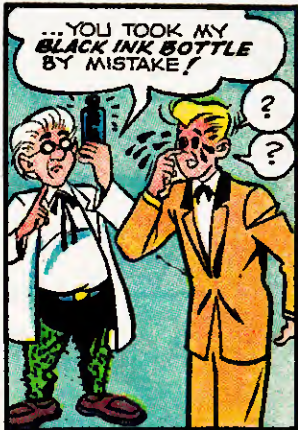
THE TEEN WITH THE **X-RAY EYES**



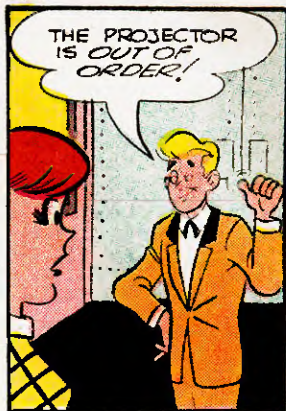
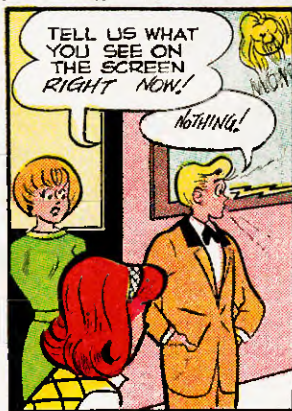
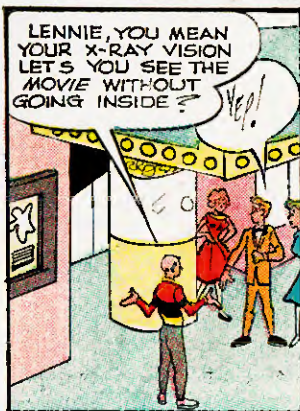


I CAN SEE TO
THE END OF
THE WORLD!
...IT'S SO
DARK... SO
MYSTERIOUS!

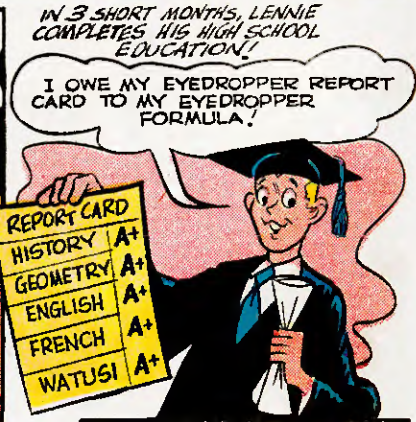
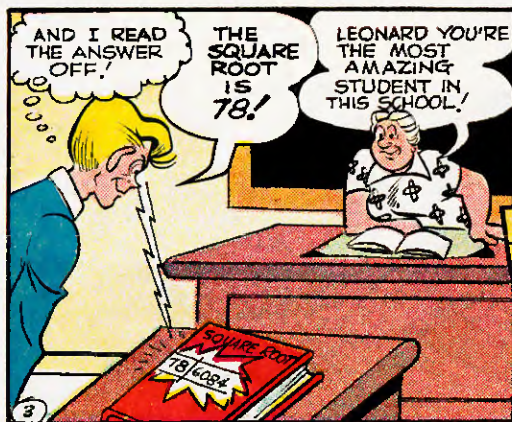
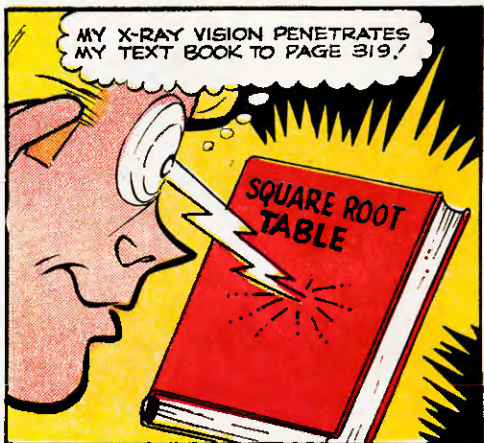
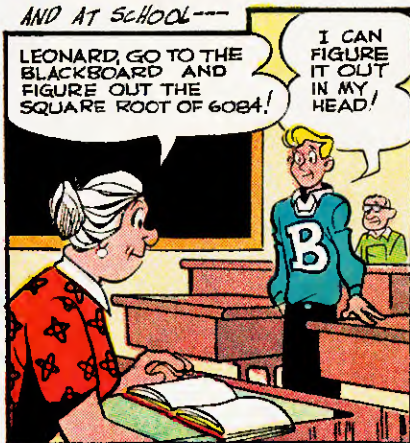
NO
WONDER,
IT'S SO
DARK YOU
ID/OT...

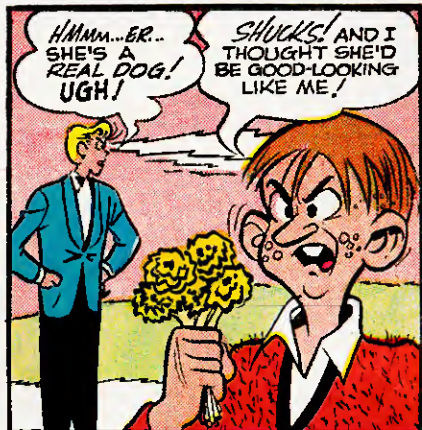
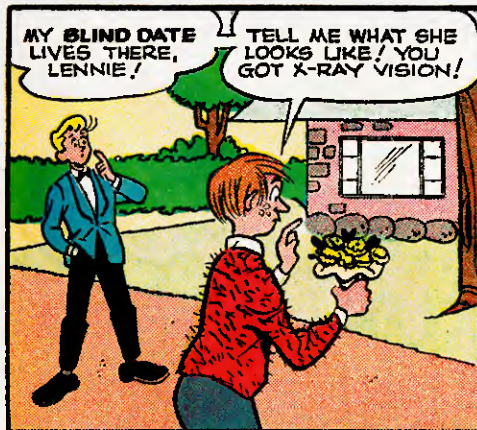


LENNIE AMAZES HIS FRIENDS WITH HIS NEW POWER...

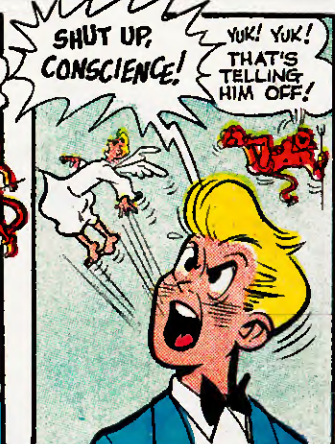
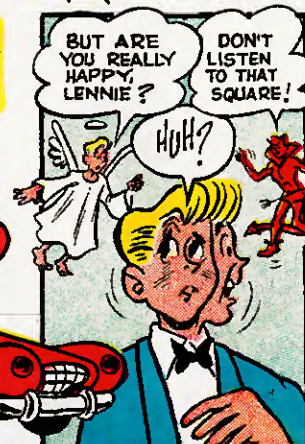
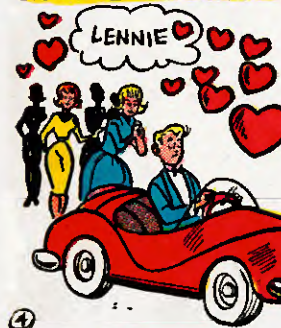


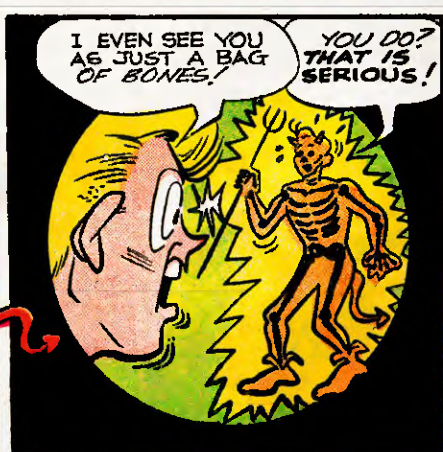
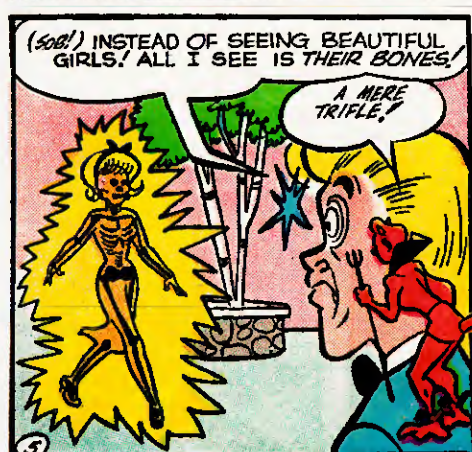
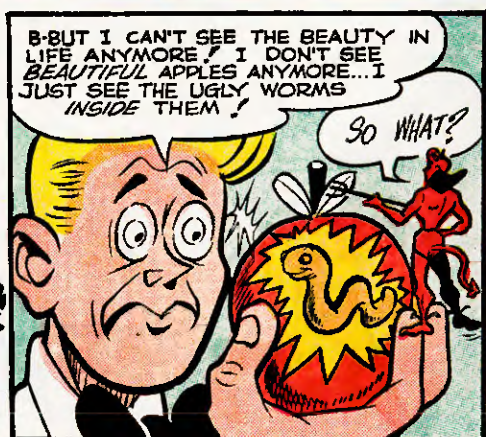
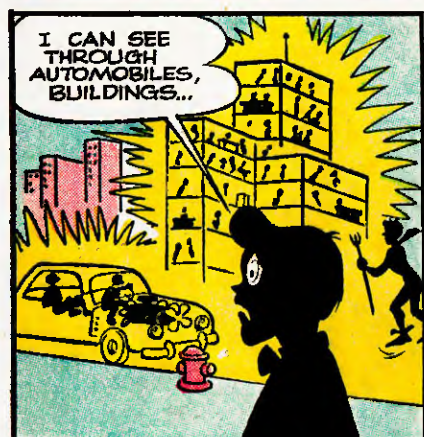
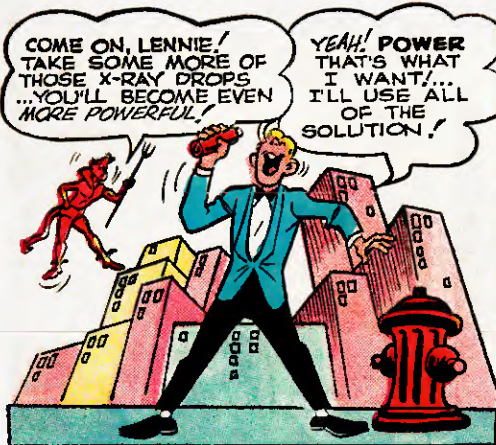
AND AT SCHOOL----

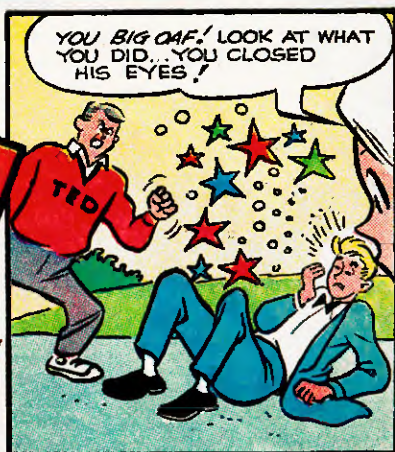
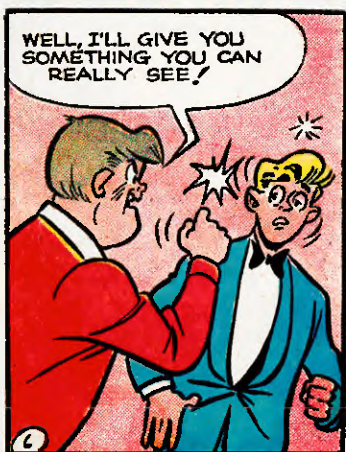
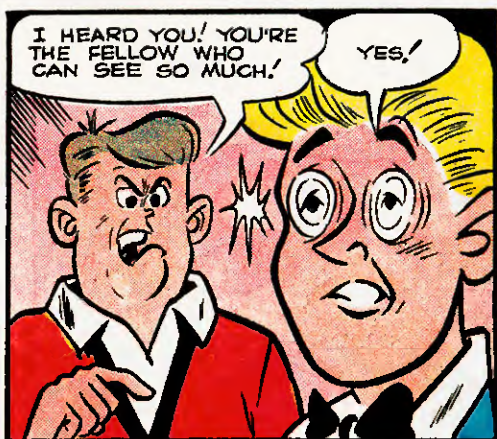
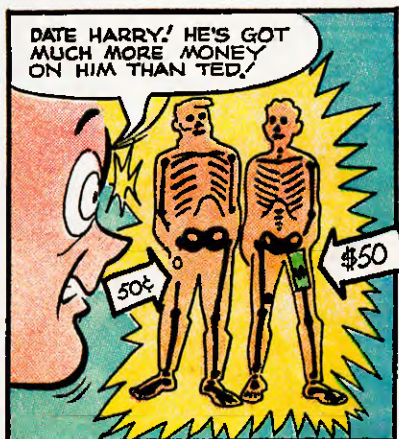
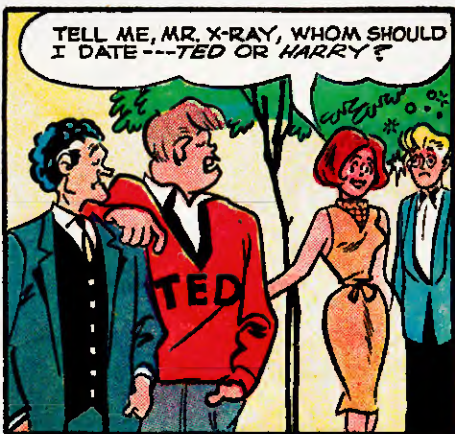
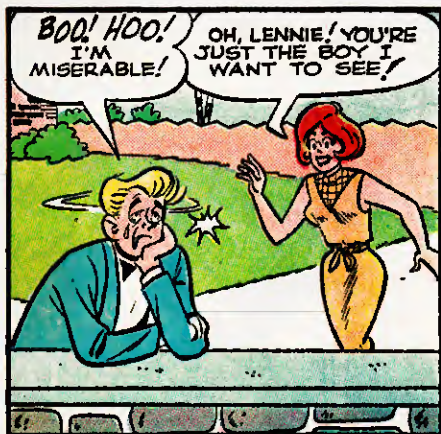


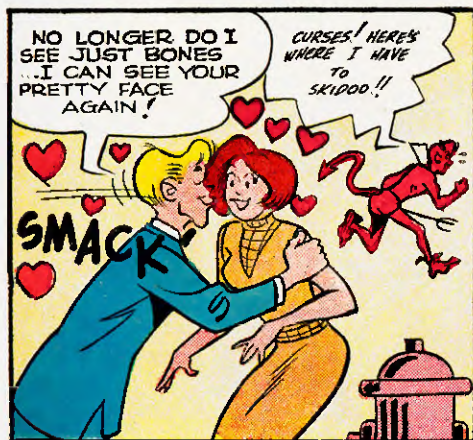
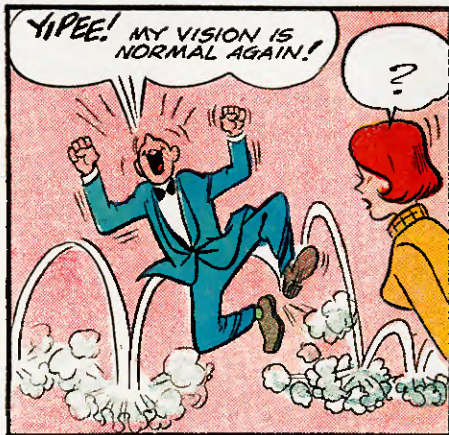


WITH GIRLS GALORE AND NO MORE SCHOOL TO WORRY ABOUT, LENNIE WAS SITTING ON TOP OF THE WORLD... OR SO HE THOUGHT...





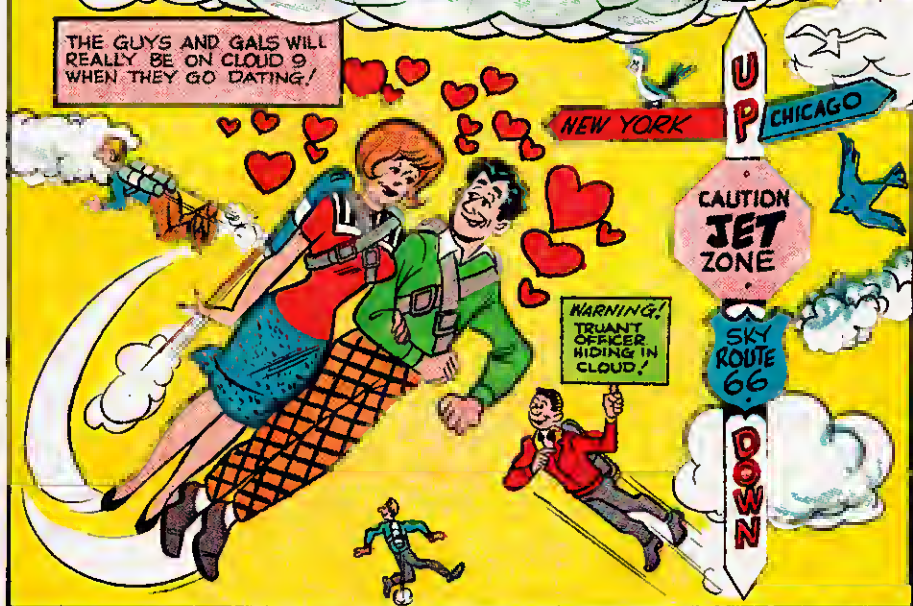




WE ALREADY HAVE ROCKET BELTS FOR SOLDIERS!! **MAD HOUSE** PREDICTS IT WON'T BE LONG BEFORE WE HAVE...

ROCKET BELTS FOR TEENS

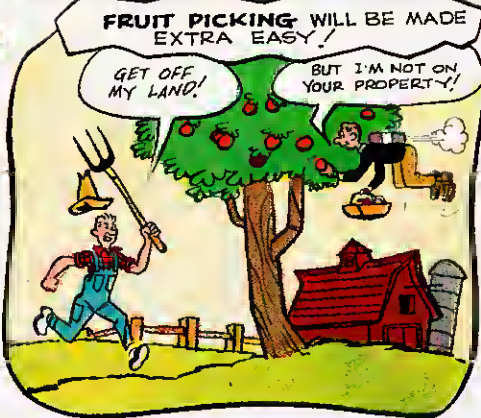
THE GUYS AND GALS WILL REALLY BE ON CLOUD 9 WHEN THEY GO DATING!



MANY WILL TAKE UP THE SPORT OF BIRD WATCHING!



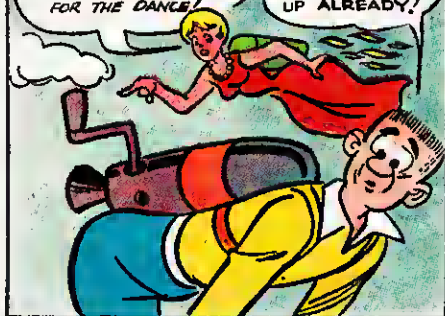
FRUIT PICKING WILL BE MADE EXTRA EASY!



GETTING TO DATES WILL BE VERY EASY UNLESS YOU OWN AN "ARCHIE-TYPE" JALOPY ROCKET BELT!

HAROLD, WE'LL BE LATE FOR THE DANCE!

SO CRANK ME UP ALREADY!



INSTEAD OF HOT FOOTS, PRANKSTERS WILL GIVE EACH OTHER HOT PANTS!

HE'S FLYING WITHOUT A BELT! HEH! HEH!

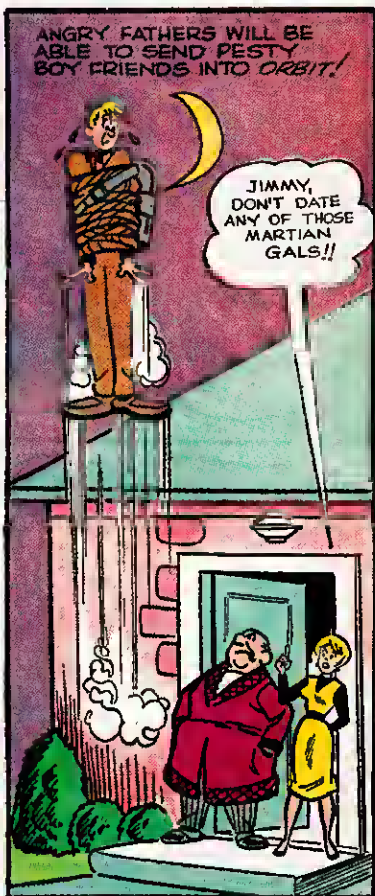


MARSHMALLOW AND WIENER ROASTS WILL REALLY BE HEAVENLY!



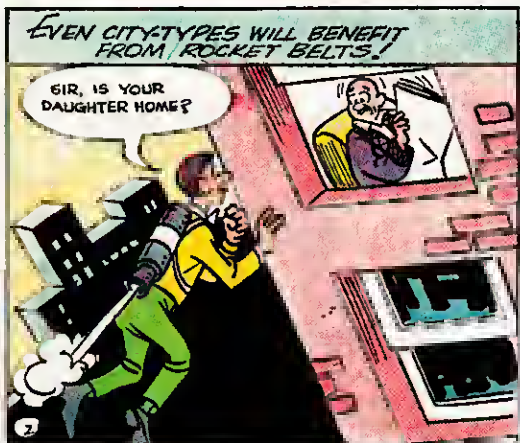
ANGRY FATHERS WILL BE ABLE TO SEND PESTY BOY FRIENDS INTO ORBIT!

JIMMY, DON'T DATE ANY OF THOSE MARTIAN GALS!!



EVEN CITY-TYPES WILL BENEFIT FROM ROCKET BELTS!

GIR, IS YOUR DAUGHTER HOME?



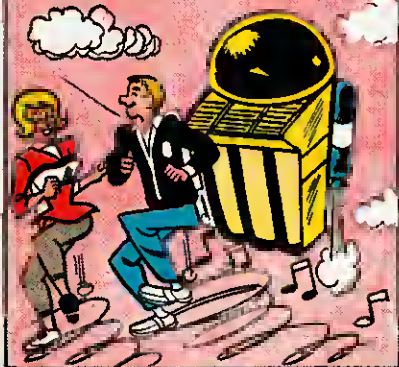
THE GUYS AND GALS WILL REALLY BE ABLE TO TELL EVERYONE WHAT THEY THINK OF EACH OTHER!

JUNE IS THE NICEST GIRL IN TOWN

AVAILABLE FOR DATES....



EVERYONE WILL BE ABLE TO DO THE ROCKET TWIST!



EVENTUALLY WE'LL EVEN HAVE DRAG RACES TO THE MOON!



WITH ROCKET BELTS WE'LL EVENTUALLY HAVE ROCKET-IN MOVIES



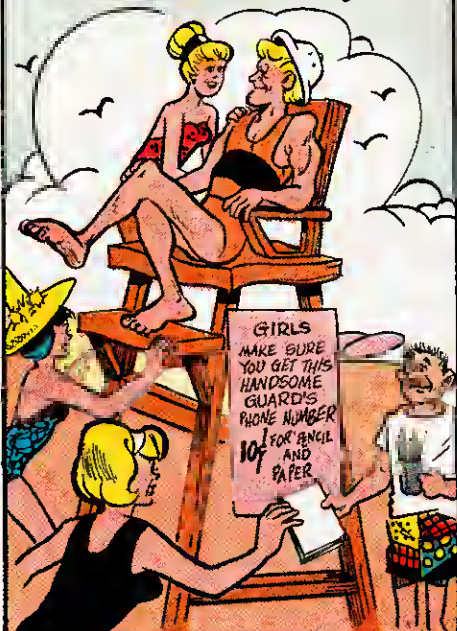
MANY TEENS COMPLAIN THAT SUMMER JOBS ARE SCARCE. ACTUALLY THEY SHOULD SHOW SOME INGENUITY AND MAKE THEIR OWN JOBS LIKE THESE...

MAD HOUSE SUMMER JOBS FOR TEENS

CADDYING FOR CADDIES FOR 50% OF WHAT THEY GET!



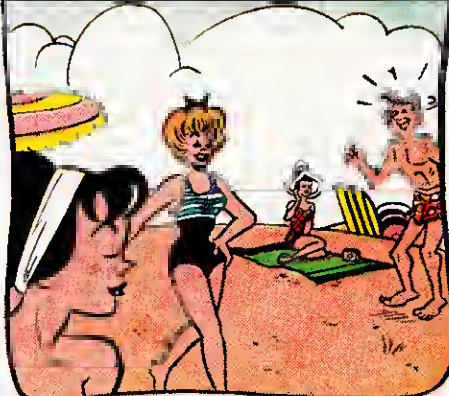
PAPER AND PENCIL SELLER TO FLIRTING GIRLS!



...IF THE LIFEGUARD IS VERY BUSY WHO KNOWS, THE GIRLS MAY EVEN COPY DOWN YOUR PHONE NUMBER

BUT AS THE PERFECT SUMMER JOB MAD HOUSE RECOMMENDS GIRL WATCHING...EVEN IF THERE IS NO SALARY!

TRADING STAMP PASTER-INNER
IF YOU CAN STAND THE TASTE OF GLUE YOU HAVE THIS JOB LICKED!

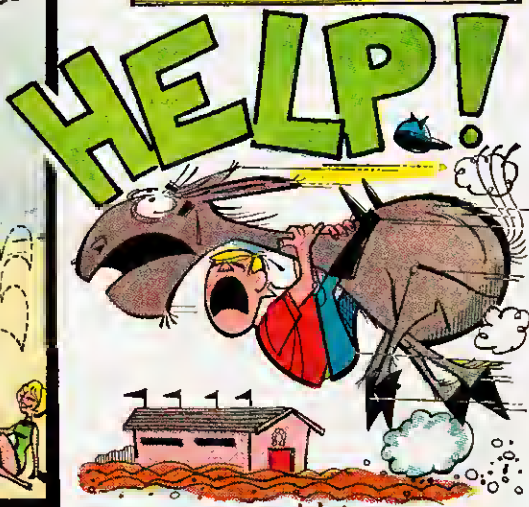
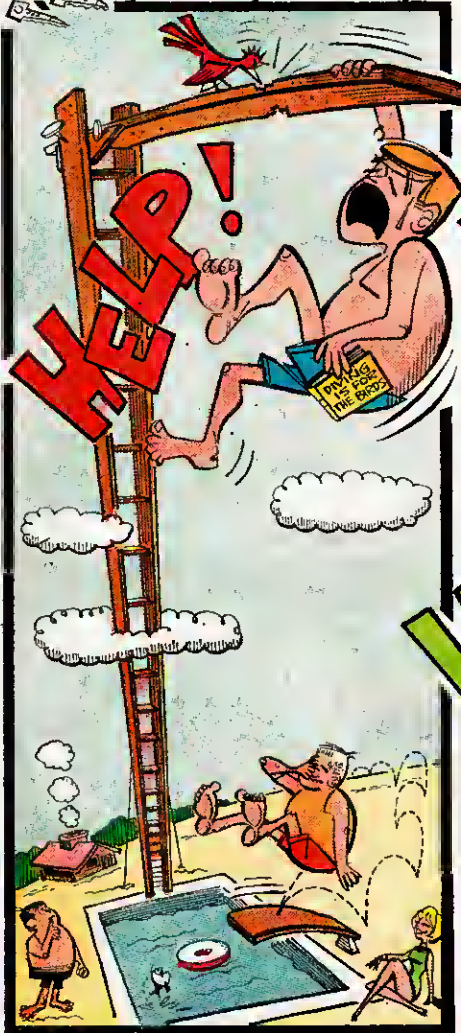


IF YOU CAN'T PLAY A SPORT—
THEN BE A SPORT!
IF YOU CAN'T DO EITHER,
THEN JOIN THE REST OF
OUR FINKS IN



..THE
MAD HOUSE

SPORTS
SECTION



THERE ARE TWO WAYS TO PLAY GOLF—THE RIGHT WAY
AND THE MADHOUSE WAY ...

... HERE ARE
SOME POINTERS
ON THE LATTER.

GOOFY GOLF

FORE
FORE
FORE

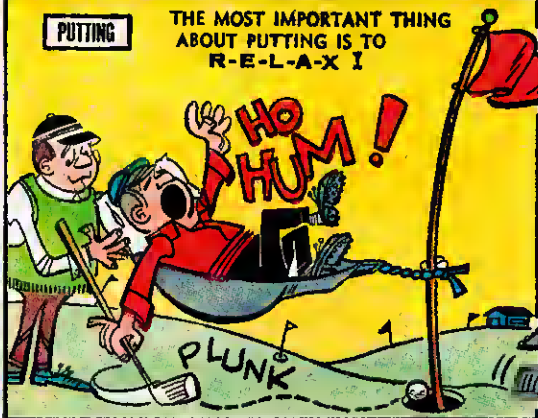
SWING

A GOLFER SHOULD GET AS MUCH POWER AS
POSSIBLE INTO HIS SWING!



PUTTING

THE MOST IMPORTANT THING
ABOUT PUTTING IS TO
R-E-L-A-X !



WHEN PUTTING,
USE THE GRIP
THAT SEEMS MOST
COMFORTABLE

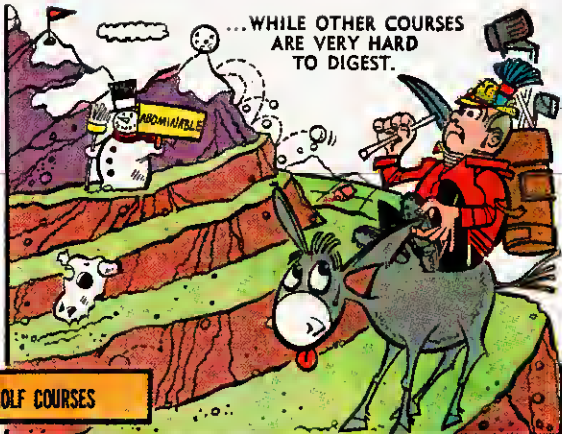


SOME COURSES
ARE VERY
EASY.



GOLF COURSES

...WHILE OTHER COURSES
ARE VERY HARD
TO DIGEST.

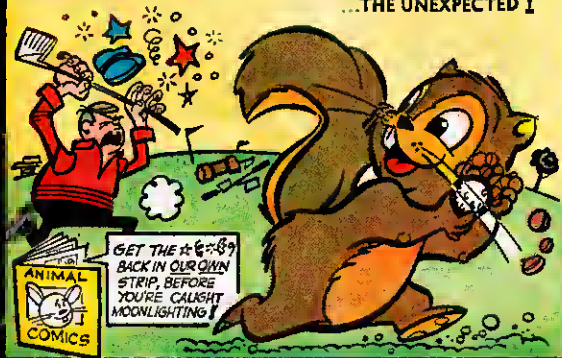


PROBLEMS

A TRUE
GOLFER SHOULD
BE PREPARED
FOR...

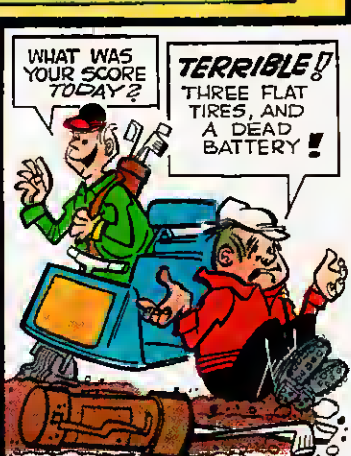


...THE UNEXPECTED !



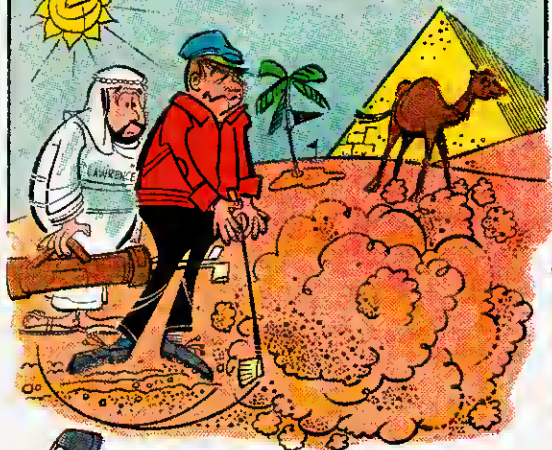
WHAT WAS
YOUR SCORE
TODAY?

TERRIBLE!
THREE FLAT
TIRES, AND
A DEAD
BATTERY!

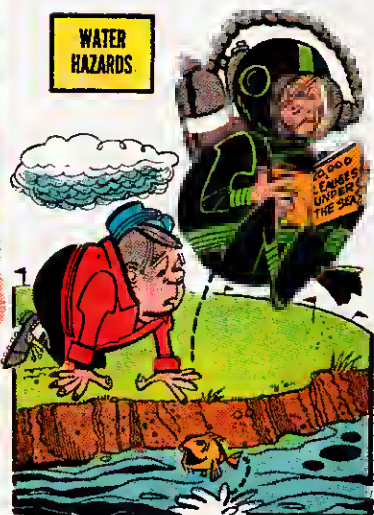


SOME COURSES HAVE VARIOUS TRAPS

SAND TRAPS



WATER
HAZARDS



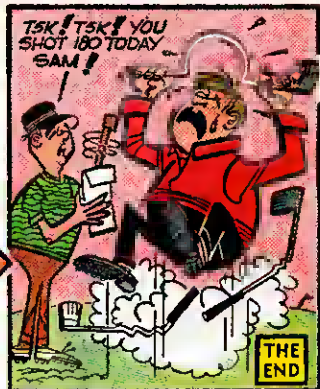
... AND SOME GOLFERS MAKE THEIR OWN TRAPS!



TO SUM IT UP,
GOLF IS A
GREAT GAME
FOR EXERCISE.
—A GOLFER
EXERCISES HIS
BACK, HIS
LEGS...

AND HIS
WRISTS!

TSK! TSK! YOU
SHOT 180 TODAY
SAM!



THE
END



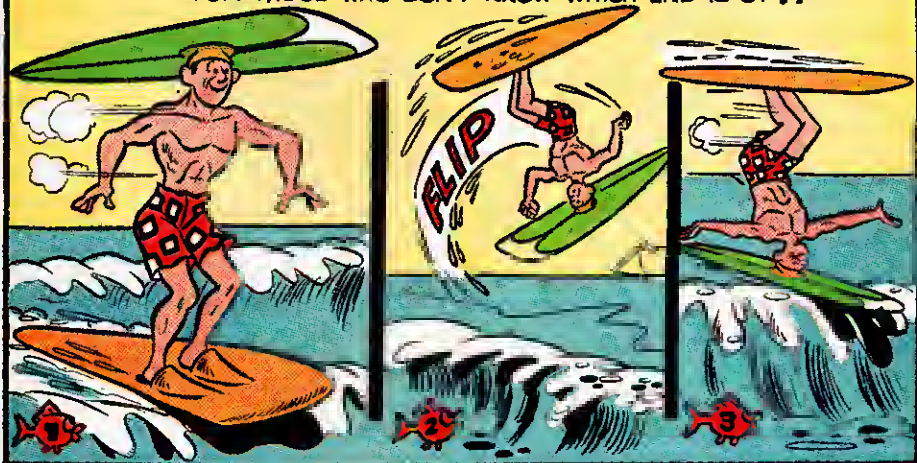
A MAD HOUSE SPORTACULAR

MAD HOUSE Sports EQUIPMENT

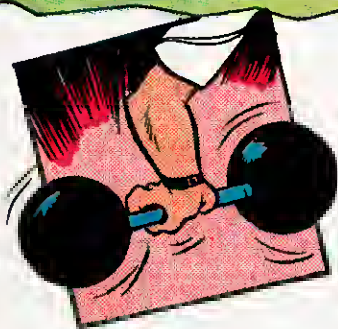
...DESIGNED TO GIVE POOR SPORTS A SPORTING CHANCE!

TWIN SURFING BOARDS...

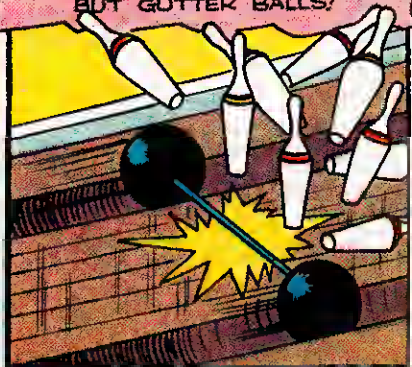
FOR THOSE WHO DON'T KNOW WHICH END IS UP!!



THE SURE STRIKE BOWLING BALL
GUARANTEES A PERFECT SCORE



...EVEN IF YOU ROLL NOTHING
BUT GUTTER BALLS!

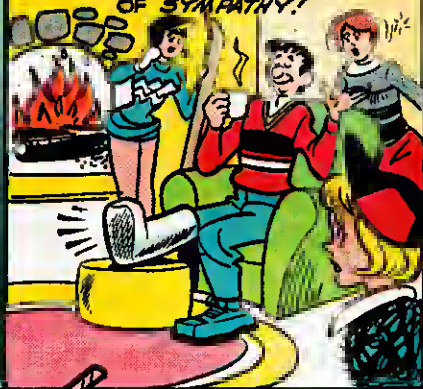


FOR THOSE WHO LIKE SKI
RESORTS, BUT HATE TO SKI—
JUST SLIP ON A READY-MADE
PLASTER CAST—



CASTS FOR CADS

...AND BECOME THE CENTER
OF SYMPATHY!

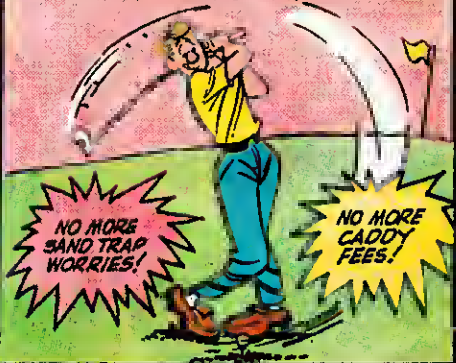


JUST THE THING FOR GOLFERS WHO
LIKE TO SWING BUT HATE TO CHASE
THE BALL—

...GUARANTEED TO MISS THE
BALL EVERYTIME!

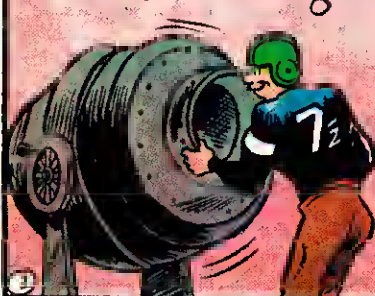


WITH A FLUB CLUB THERE IS NO
MORE HUNTING FOR THE BALL
IN THE ROUGH!

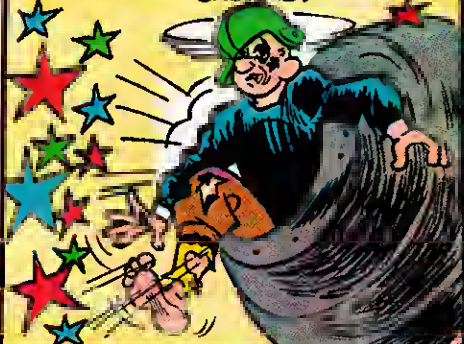


THE IDEAL SOLUTION FOR THOSE
WHO LIKE TO PLAY FOOTBALL,
BUT DON'T HAVE THE TIME—

**THE MISH MASH
CEMENT MIXER!**

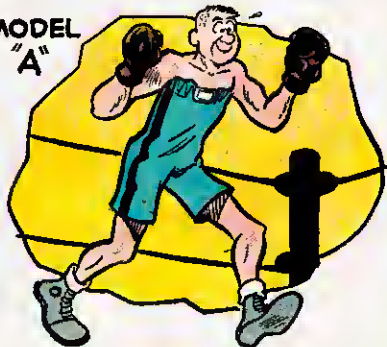


IN JUST 5 SHORT MINUTES YOU
GET ALL THE THRILLS AND
SENSATIONS OF PLAYING A FULL
GAME AGAINST THE CLEVELAND
BROWNS!

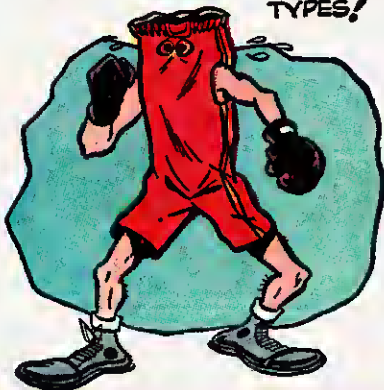


THE "NO-HITTING-BELOW-THE-BELT"
BOXING TRUNKS FOR CHICKEN TYPES!

MODEL
"A"

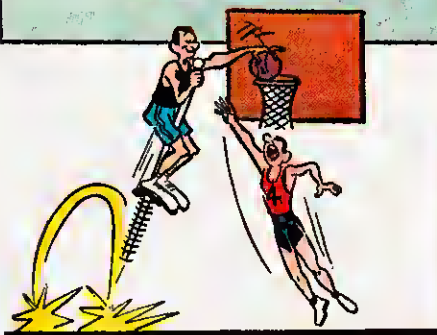


MODEL "B" FOR EXTRA
CHICKEN
TYPES!

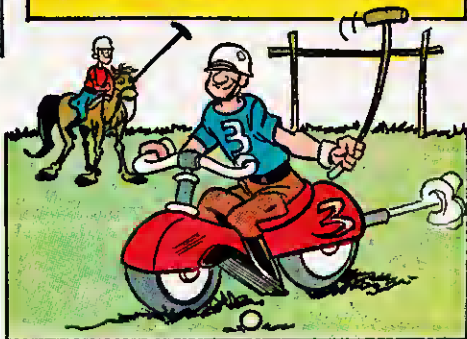


SHORT BASKETBALL PLAYERS CAN NOW
KNOW THE THRILL OF BASKET STUFFING
WITH A...

GO-GO POGO

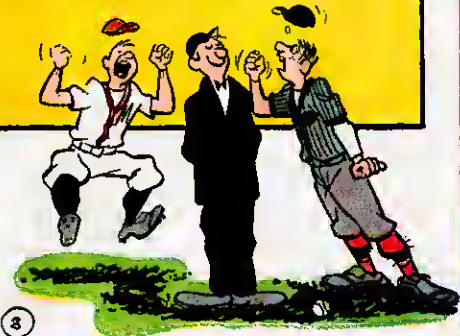


POLO PLAYERS WHO ARE AFRAID OF
HORSES CAN STILL BE REAL
SWINGERS WITH A
SCOOTER SHOOTER SPECIAL



UMPIRES CAN MAINTAIN A SUNNY
DISPOSITION UNDER ANY
CIRCUMSTANCE WITH...

NO NOISE EAR PLUGS



BADMINTON PLAYERS CAN NOW
STEP UP TO SUCCESS WITH A
RING-A-DING LADDER



EVERY YEAR THE BEST PLAYERS IN BASEBALL ARE HONORED BY BEING NAMED ON AN ALL STAR TEAM. BUT WHAT ABOUT THE WORST PLAYERS? THEIR FEELINGS MUST BE HURT TO GO UNRECOGNIZED! MAD HOUSE CORRECTS THE SITUATION BY NAMING IT'S...

ALL BOOB TEAM

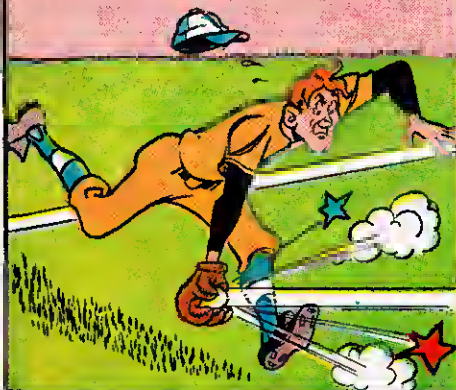


TO MANAGE OUR TEAM WE'VE CHOSEN DOAK BOANHEAD, WHO ALWAYS PLAYS THE GAME BY THE BOOKS!

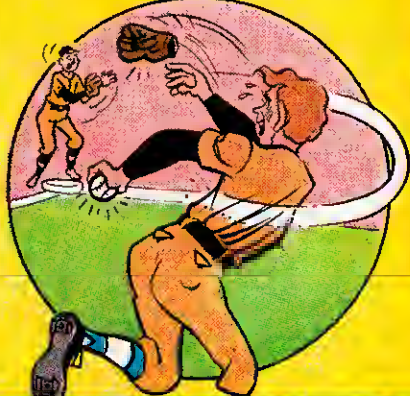
THE ONLY TROUBLE IS, HE CAN'T READ!

EZRA FLUBBER

THERE ISN'T A SINGLE BALL THAT GETS BY EZRA THE SHORTSTOP.

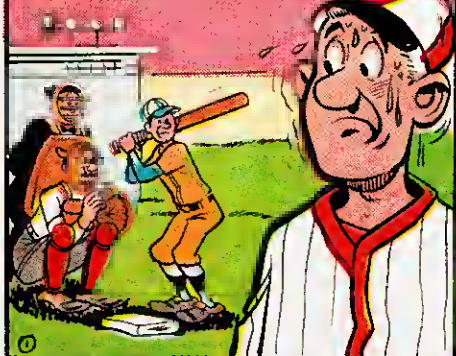


...HIS PROBLEM IS GETTING THE BALL TO FIRST!



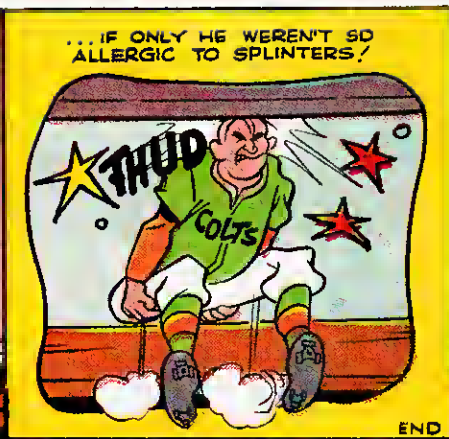
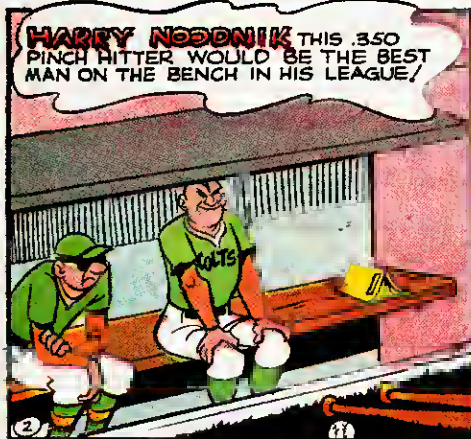
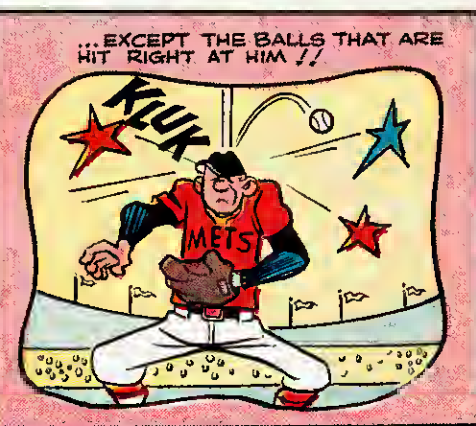
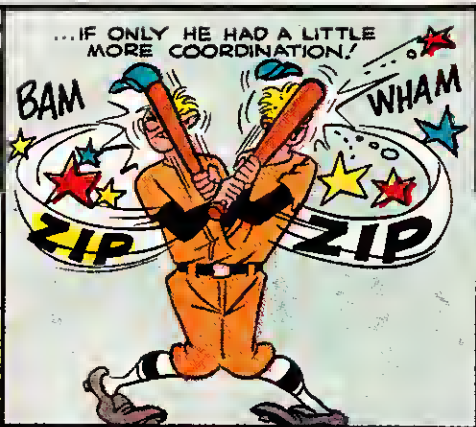
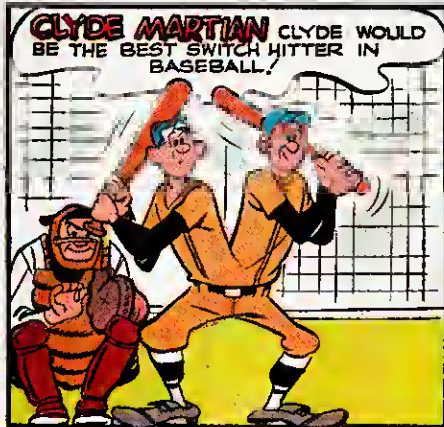
JOE KLUNK

EVERY PITCHER IN THE LEAGUE DREADS THIS BATTLE!



...THAT'S BECAUSE JOE ALWAYS FORGETS TO HOLD ON TO THE BAT WHEN HE STRIKES OUT!





TV SECTION

AREN'T YOU *LUCKY*?! THIS CAN
NEVER HAPPEN TO YOU IN....
MAD HOUSE MAGAZINE



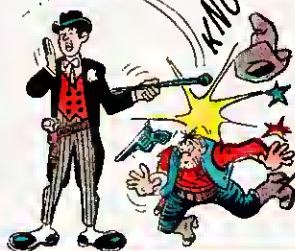
SORRY
WE HAVE
TEMPORARILY
LOST THE
PICTURES
IN OUR PAGES!

...ON SECOND THOUGHT, MAYBE
YOU'RE NOT SO LUCKY! —



NOWADAYS, IT IS NO LONGER FASHIONABLE FOR TV COWBOYS TO TOTE PISTOLS. ^{to}TO ACHIEVE A HIGH VIDEO RATING, A COWBOY MUST CARRY A GIMMICK INSTEAD!

SOME COWBOYS
USE CANES ...



SOME USE
SWORDS ...

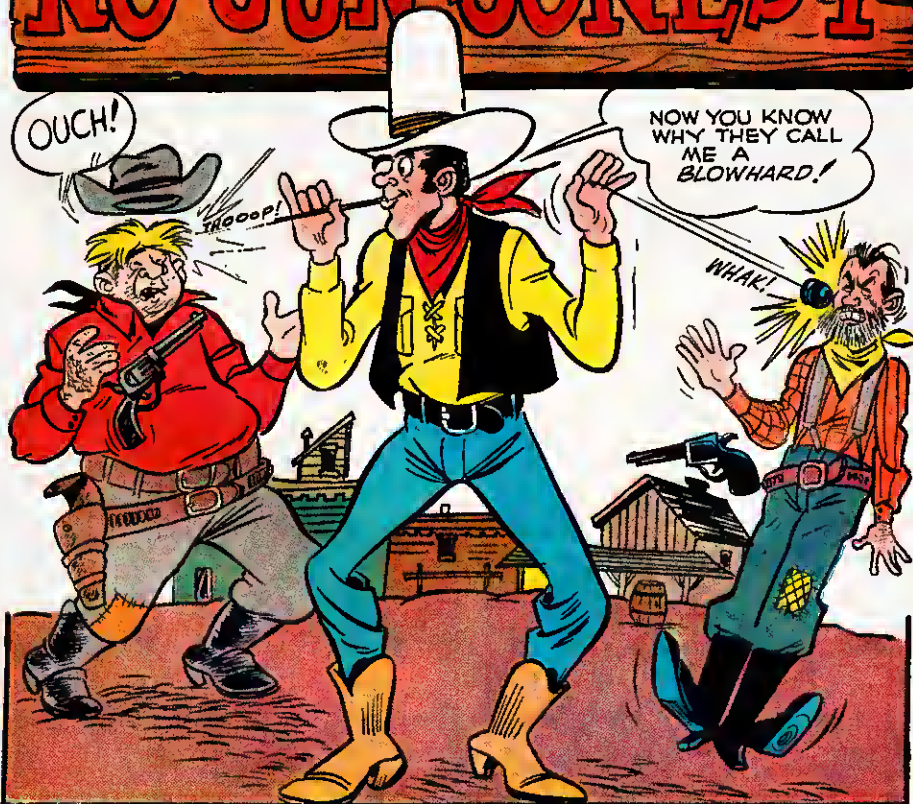


AND STILL OTHERS
CARRY SHOTGUNS ...



WE TAKE GREAT PLEASURE IN PRESENTING THE GREATEST
GIMMICK COWBOY ALL OF TV'S VAST WASTELAND ...

NO-GUN JONESY



A WEARY
PONY EXPRESS
RIDER PULLS
UP BEFORE
THE HOUSE
OF
"NO-GUN"
JONESY!



THIS LETTER
IS FOR
YOU, JONESY!

AREN'T YOU A
LITTLE LATE
WITH TODAY'S
MAIL, SAM?



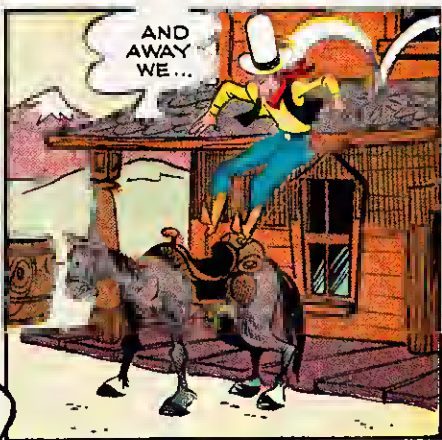
Dear "No-GUN" Jonesy—
YOU ARE HEREBY
CHALLENGED TO MEET
ME IN A SHOWDOWN
IN DODGE CITY
TOMORROW AT
HIGH NOON!

Kid Blackie
P.S. YOU'RE CHICKEN
IF YOU DON'T
SHOW UP!

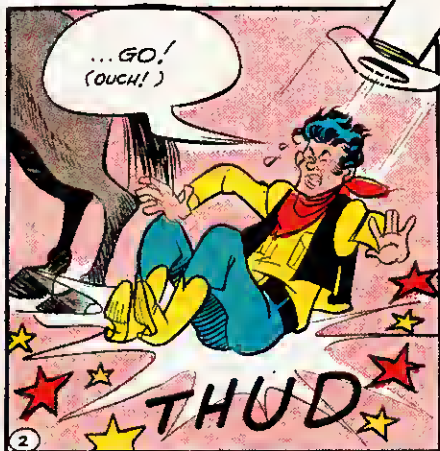
SO HE THINKS
I'M CHICKEN! I'
SHOW HIM!



AND
AWAY
WE...

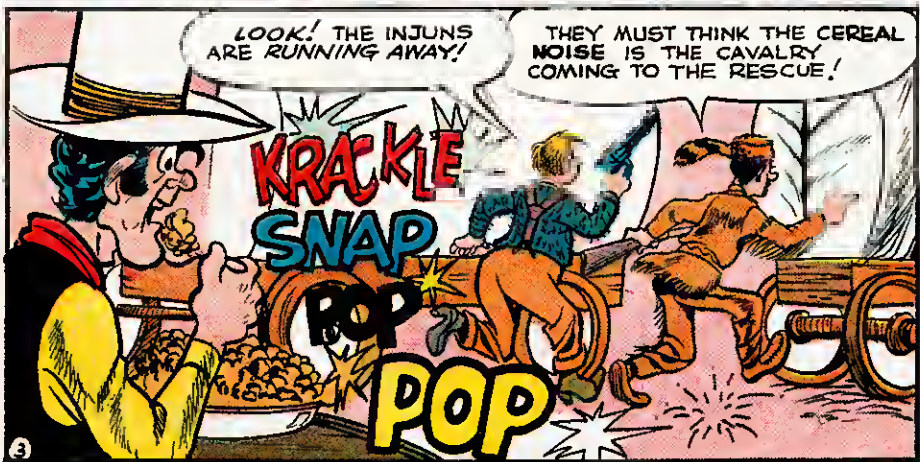
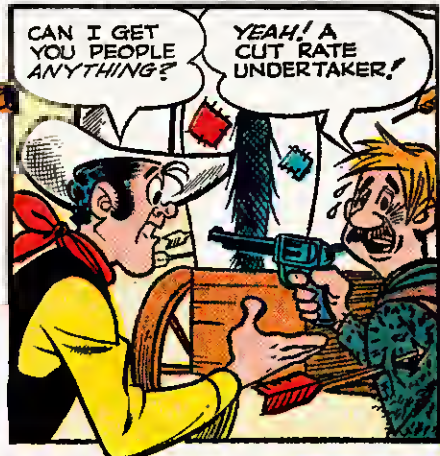
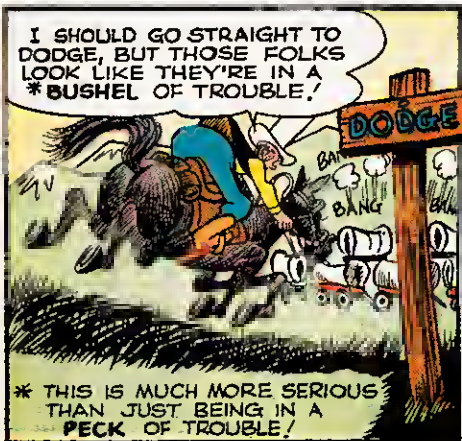


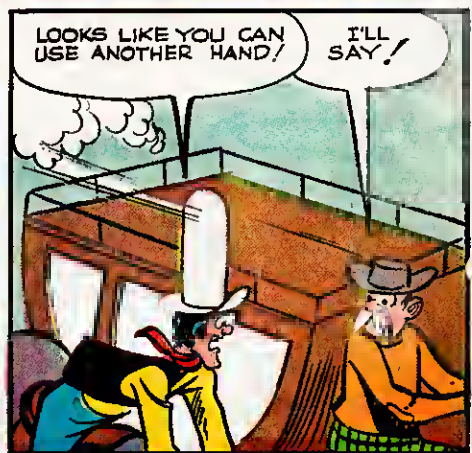
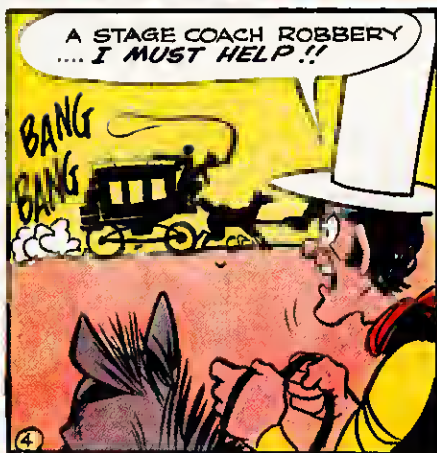
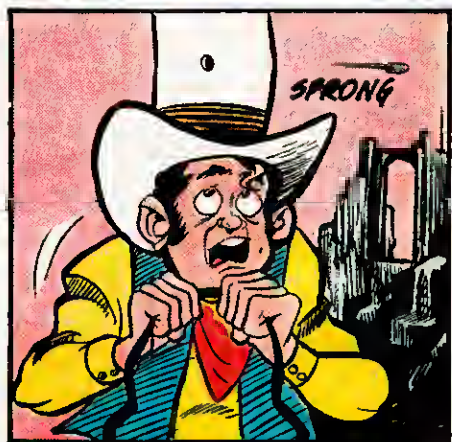
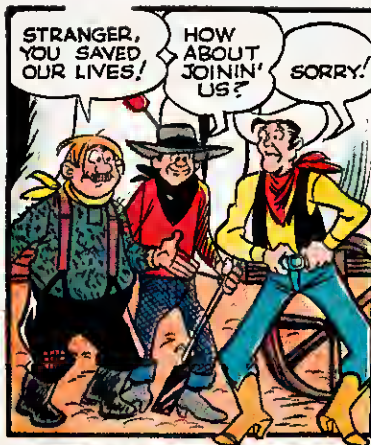
...GO!
(OUCH!)

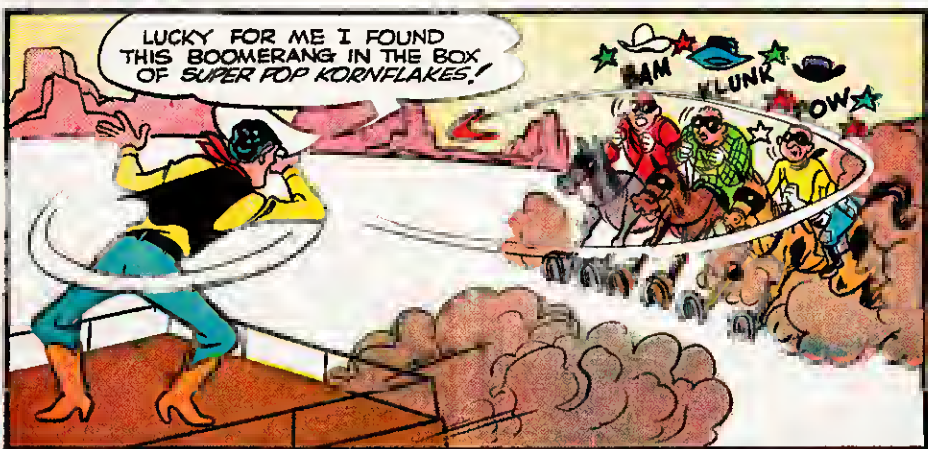
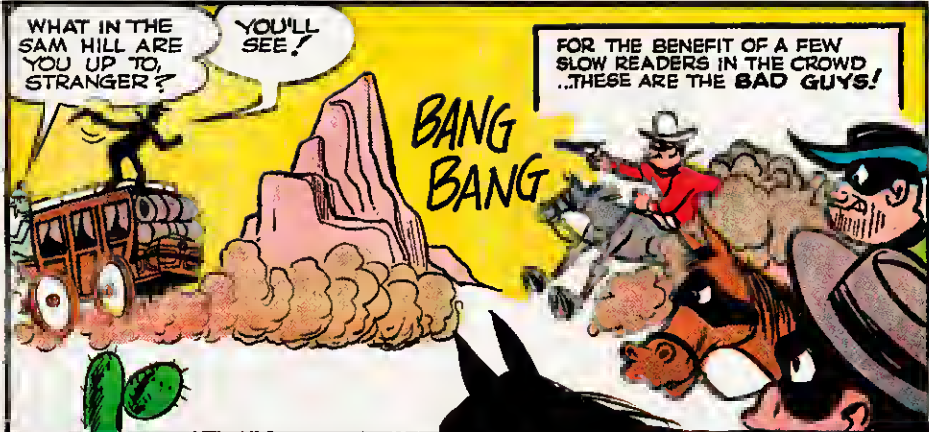


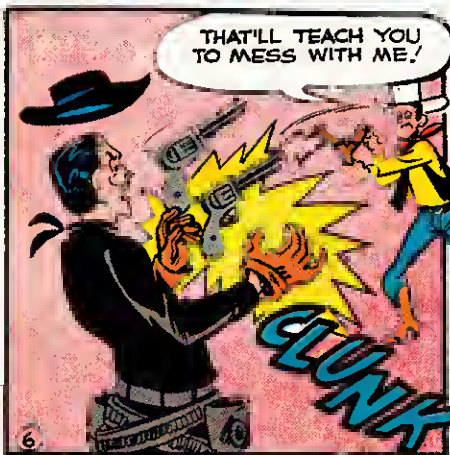
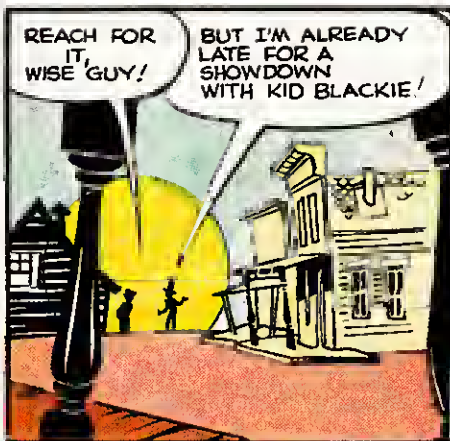
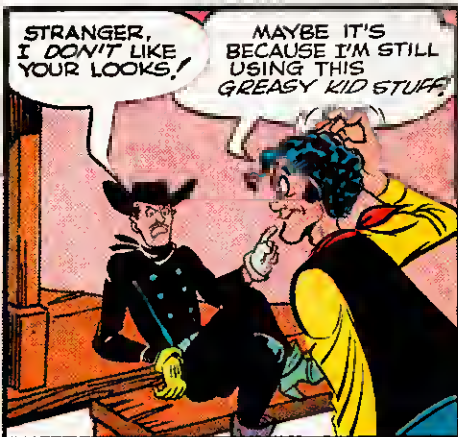
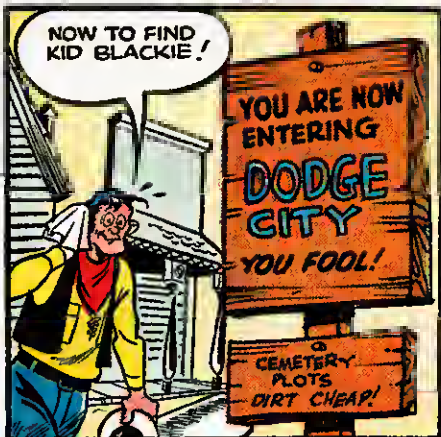
THIS STUNT LOOKS SO EASY
ON THOSE TV CAR-RENTAL
COMMERCIALS!



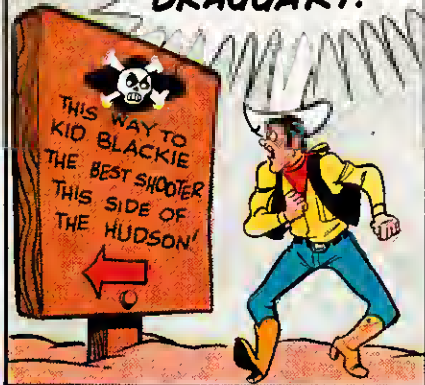








BRAGGART!



YOU'RE THE ONE WHO SAVED MY LIFE ON THE STAGECOACH!
(SIGH!)

SORRY M'AM! BUT I'VE GOT TO SHOOT IT OUT WITH THE KID!



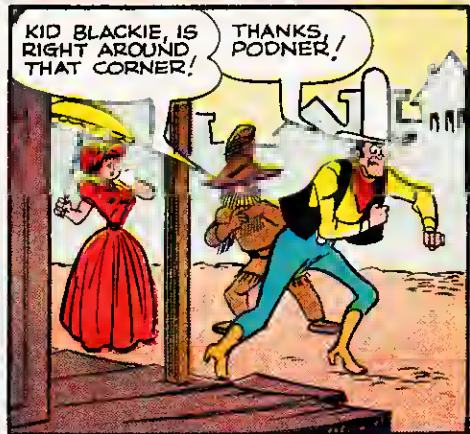
BUT, JONESY...I THOUGHT YOU NEVER SHOT IT OUT WITH ANYONE!?

THIS IS DIFFERENT, M'AM!



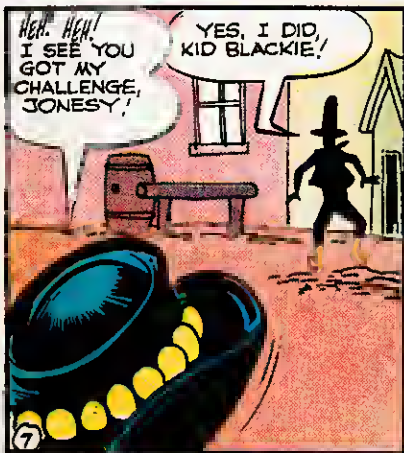
KID BLACKIE, IS RIGHT AROUND THAT CORNER!

THANKS, PODNER!



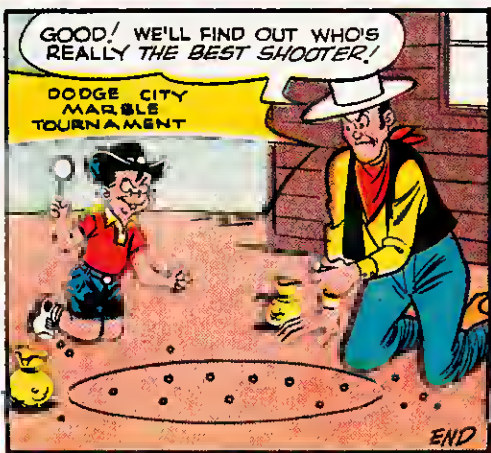
HEH. HEH!
I SEE YOU GOT MY CHALLENGE, JONESY!

YES, I DID, KID BLACKIE!



GOOD! WE'LL FIND OUT WHO'S REALLY THE BEST SHOOTER!

DODGE CITY MARBLE TOURNAMENT



END

RIGHT NOW, LAWYER SHOWS ARE THE HOTTEST THINGS ON TV. MADISON AVENUE IS BOUND TO TAKE ADVANTAGE OF THIS FACT AND COME UP WITH ADS LIKE THESE...



ADS FOR LEGAL LADS

KNOW THE REAL JOY
OF GOOD VERDICTS!
MOVE UP TO QUALITY

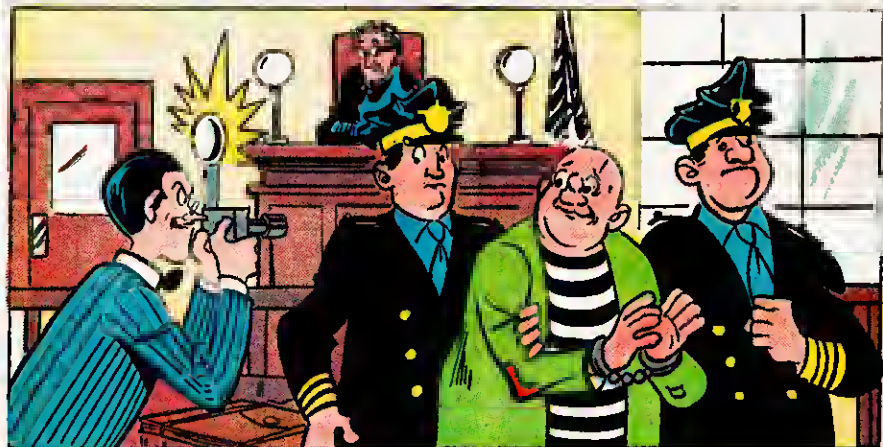
MOVE UP TO THE
3RD FLOOR



J. MANDAMUS
ATTORNEY

WHY TRADE A
MISDEMEANOR FOR
A FELONY?

RELIEF IS JUST A
LIMINATION AWAY
WITH
Z.X. BADGER



A moment worth saving is worth **Klodak** film

A TREASURED MOMENT IN THE LIFE OF EVERY LAWYER
"HIS FIRST CLIENT... IS HAULED AWAY"



Klodak

EVEN IF YOUR CLIENT COULDN'T
DEPEND ON YOU — YOU CAN
DEPEND ON... **PESTMAN KLODAK CO.**

**WE'RE LOOKING
FOR PEOPLE WHO
LIKE TO DRAW...**

STIFF JAIL SENTENCES



**SAYS
JOHN HABEAS**

**HEAD SHYSTER
OF THE
INFAMOUS LAWYERS
SCHOOLS**

IF YOU HAVE A TRIAL COMING UP AND
YOU ARE LOOKING TO GET AWAY FROM
HECTIC EVERYDAY LIVING FOR QUITE
A WHILE... THEN HIRE ONE OF OUR
INEXPERIENCED LAW STUDENTS TO
REPRESENT YOU.

OUR BUNGLING LAWYERS ARE
GUARANTEED TO GIVE YOU FREE
ALL-EXPENSE VACATIONS OF FROM
5 TO 10 YEARS AT YOUR STATE PEN!

**SOME OF OUR
SATISFIED CLIENTS**



"I HAD A
DREARY JOB WITH
NO FUTURE. NOW
MY FUTURE FOR
THE NEXT 7
YEARS IS TAKEN
CARE OF!"

JAKE KLUNK



"I'VE LEARNED A
GREAT DEAL FROM
YOUR LAWYERS.
I'VE LEARNED IT
PAYS TO HIRE
ONLY EXPERIENCED
LAWYERS."

CORNELIUS FINKCHAP

**FOR PLENTY OF OBLIGATION,
MAIL THIS COUPON TODAY!**

**INFAMOUS LAWYERS SCHOOL
% JOE'S DELICATESSEN**

Name _____

Your Psychiatrist's
Name _____

Address _____

**DON'T LET
YOUR LAWYER
OFFEND THE
JURY WITH
PERSPIRATION
ODORS!**



**TELL HIM TO USE
TRIAL SOAP!!!**

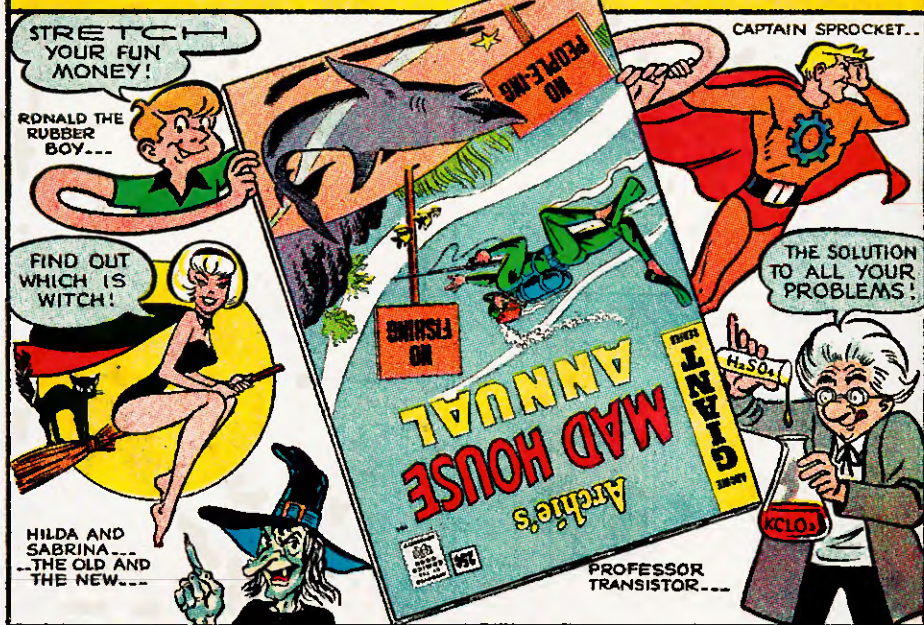


REMEMBER

**THE LIFE HE
SAVES MAY BE
YOUR OWN!**

AT THE TOP OF...ER...BOTTOM OF...*FILL IT IN!!*
CONSERVATIVE NUT!...GET BUSY! FILL IN THE COUPON
 THE CRAZY INMATES OF MAD HOUSE WILL MAKE YOU A
 THE CONVENTIONAL TYPE, DON'T FRET...A VISIT TO
 ZANY MAGAZINE IS FOR YOU! IF, HOWEVER, YOU'RE
 AROUND YOU'RE ONE OF US AND THIS BIG, NEW,
 IF YOU CAN READ THIS PAGE WITHOUT TURNING IT

CLYDE DID IT AGAIN!



IT'S THE NEW GIANT SIZE

MAIL TO: **ARCHIE'S MAD HOUSE ANNUAL**
 ROOM 603, 241 CHURCH ST.
 NEW YORK 13, N.Y.

ENCLOSED FIND 25¢ IN COIN. (35¢ IN CANADA) PLEASE SEND ME THE GIANT **ARCHIE'S MAD HOUSE ANNUAL** AS SOON AS IT IS OFF THE PRESSES.

NAME _____ AGE _____
 (PLEASE PRINT)

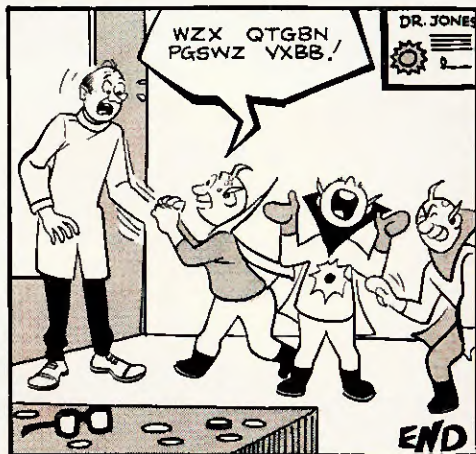
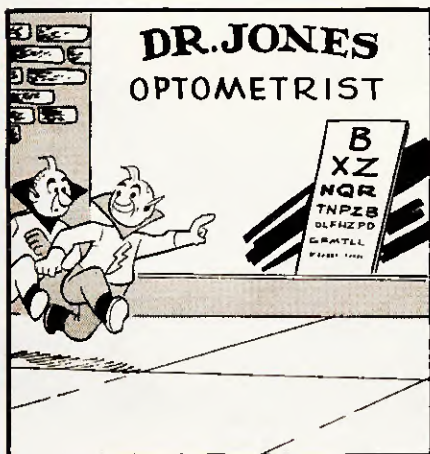
ADDRESS _____

CITY _____ STATE _____

IT'S

IT'S

MAD HOUSE Sign Language



LIVEN UP YOUR LAUGHIN'

WITH TWO OF THE TASTIEST DISHES TO EVER
CAVORT THROUGH A COMIC MAGAZINE!

IF YOU'RE LOOKING FOR
STORIES WITH A NEW FLAVOR
WAIT 'TIL YOU SEE WHAT WE'VE
COOKED UP FOR ARCHIE, REGGIE,
AND JUGHEAD IN OUR LATEST
GIANT-SIZE SUMMER FUN!

WE HAVE OUR OWN SPECIAL
RECIPE FOR MAKING THEM STEW!
WE'RE SERVING UP GAG PAGES
FOR APPETIZERS AND PIN-UPS
FOR DESSERT! ...BUT THE MAIN
COURSE IS **LAUGHS!**



DON'T WAIT!

IT'S AS EASY AS PIE TO ENJOY
ALL THE TASTY STORIES AND
FEATURES ON THE BETTY AND
VERONICA SUMMER FUN MENU!
JUST CLIP THE COUPON --- FILL
IT OUT AND ENCLOSE IT IN AN
ENVELOPE WITH YOUR QUARTER
(35¢ IN CANADA). THIS BIG SERVING
OF FUN-FILLED PAGES WILL BE
RUSHED TO YOUR HOME AS SOON
AS IT IS OFF THE PRESSES!

MAIL TO: **SUMMER FUN No. 28**
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N. Y.

ENCLOSED FIND 25¢ IN COIN (35¢ IN CANADA)
FOR WHICH PLEASE SEND ME THE NEW
BETTY AND VERONICA SUMMER FUN #28
AS SOON AS IT IS OFF THE PRESSES.

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____



some scanner known as irving